

**DUTIES AND RESPONSIBILITIES OF DIRECTOR, FLEET PUBLIC AFFAIRS AND
OUTREACH (N00P)**

10901 FUNCTIONAL STATEMENT.

1. Conduct public affairs and communicate the role of U.S. Fleet Forces to internal and external audiences by providing strategic counsel, planning, execution, and assessment of communication in support of the commander's objectives.
2. Provide public affairs counsel to the commander to manage the dissemination of timely, accurate information and imagery about Navy activities, consistent with security guidelines, to internal, local, national and international audiences as a Special Assistant and Principal Advisor for Public Affairs.
3. Develop Public Affairs communication strategies to support the commander's policies, programs and operations.
4. Produce Public Affairs/Visual Information products that support the Commander's communication strategy. Communication products include items such as still and motion imagery, news articles, web-based products, fact sheets, news releases, graphic arts, and edited video pieces.
5. Release information and imagery about U.S. Fleet Forces' activities, consistent with security and privacy policies and guidelines, to internal, local, national and international audiences.
6. Enable media and public access and execute actions that foster interaction between military and civilians to increase public awareness and understanding of U.S. Fleet Forces' actions and intentions. These efforts will assist the Commander in enhancing public awareness of operations, capabilities, importance and value of U.S. Fleet Forces through public outreach, and internal and external media engagements.
7. Serve as the U.S. Fleet Forces Public Affairs liaison to PA activities of higher headquarters, other Federal agencies, foreign governments, international organizations and non-governmental organizations.
8. Assess the effects of public affairs actions.
9. Provide public affairs subject matter expertise in support of U.S. Fleet Forces training and certification programs.
10. Execute Staff Privacy Act coordinator function.
11. Execute Freedom of Information Act (FOIA) function and serves as denial authority.

12. Maintain liaison with other commands as appropriate in support of Global Force Management efforts related to the deployment of Fleet Forces Public Affairs, Visual Information and Combat Camera assets.

13. Provide advice and support as appropriate for the manning, training, equipping and maintenance of systems aboard U.S. Fleet Forces units that support the Public Affairs, Visual Information and Combat Camera missions.

The directorate is organized as follows:

a. Director, Fleet Public Affairs and Outreach (N00P)

(1) Deputy Director, Fleet Public Affairs (N00PA)

(a) PA Administration (N00P1)

(b) PA Current Operations (N00P3)

(c) PA Plans and Policy (N00P5)

(d) PA Training and Maritime Operations (N00P7)

(2) Deputy Director, Outreach (N00PB)

(a) Community Relations (N00PC)